



THE OHIO STATE UNIVERSITY

Class is in Session: Promoting New Services through Collaboration with Ohio State's Marketing Students

Meris Mandernach & Joshua Sadvari
Library Marketing and Communications Conference
November 4, 2015



About Ohio State

- Top-20 public university
 - 58,000 students
 - 15 Colleges
- Land grant institution
- 200 undergraduate majors and 250 master's, doctoral, and professional degrees



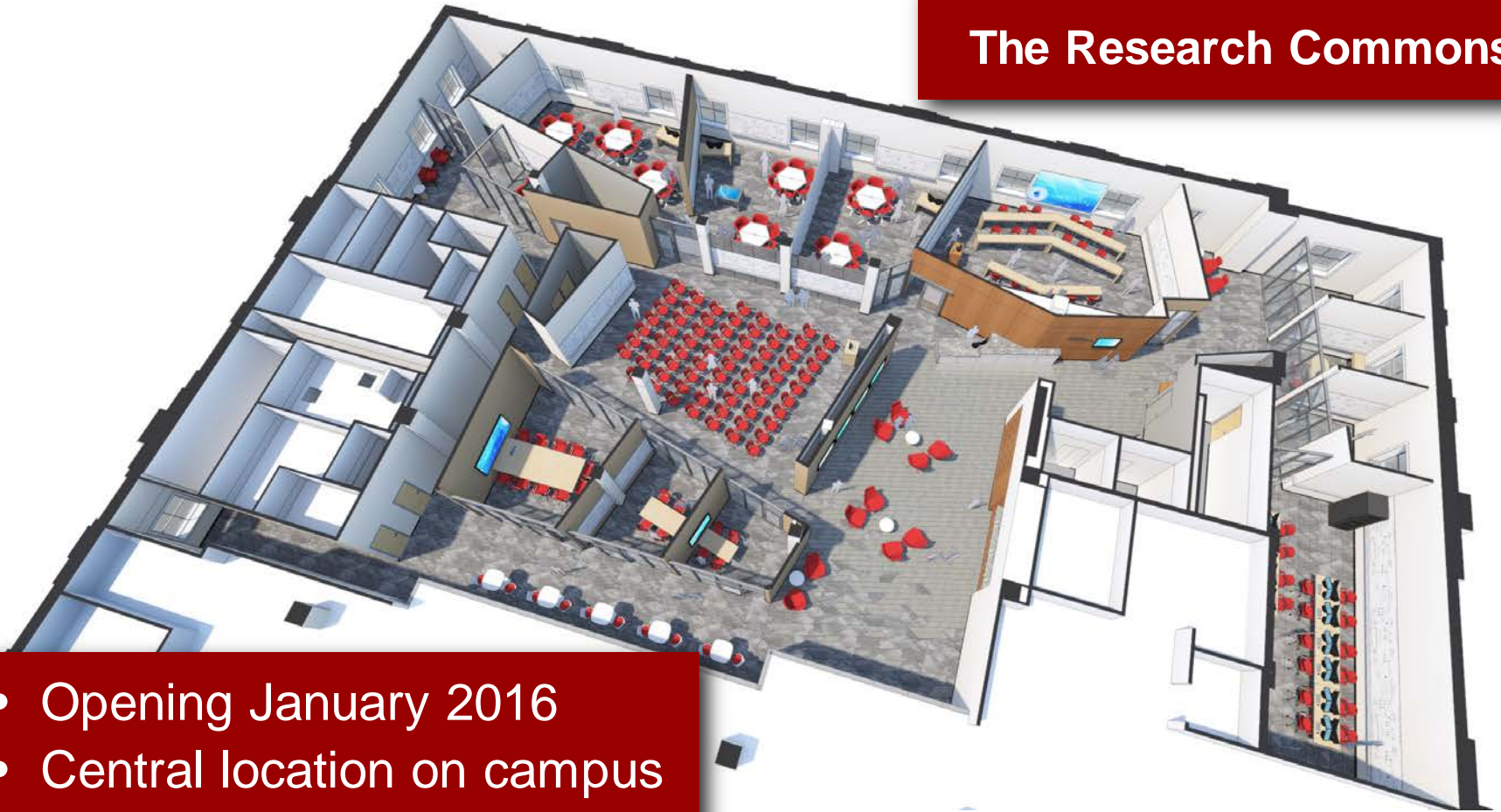


About OSU Libraries

- Top 10 ARL library
- 13 departmental libraries
- Specialized collections
- Communications Dept.



The Research Commons



- Opening January 2016
- Central location on campus
- Focused on “advanced researchers”

Some early marketing strategies

- Targeted workshop brochures



The Research Commons Workshop Series
Autumn 2014

Common Services Supporting Uncommon Scholarship

Ohio State is home to a community of innovative, dedicated, and exceptional researchers. The high level of scholarship and impact among Ohio State researchers is truly uncommon.

This uncommon scholarship is supported by a common suite of services available to all members of the Ohio State research community.

The Research Commons Workshop Series connects Ohio State researchers to many different support services available across the university.

World class research is hard work. Let us help make it easier for you.

Register to attend online at:
library.osu.edu/researchcommons




The Research Commons Workshop Series
Autumn 2014

Building Research Skills Now and for the Future

Ohio State is home to a community of innovative and hard-working graduate students who contribute to the university's reputation as a world class research institution in original and exciting ways.

Graduate researchers are supported by services that help to build important research skills during their time at Ohio State and pave the way for success along any academic or professional career path.

The Research Commons Workshop Series connects Ohio State graduate researchers to many different support services available across the university.

World class research is hard work. Let us help make it easier for you.

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The Research Commons Workshop Series
Autumn 2014

Building Research Skills Now and for the Future

Ohio State is home to a community of creative and highly-motivated undergraduate students whose contributions help to distinguish the university as a world class research institution.

Undergraduate researchers are supported by services that build important research skills and translate into success at Ohio State and beyond.

The Research Commons Workshop Series connects Ohio State undergraduate researchers to many different support services available across the university.

World class research is hard work. Let us help make it easier for you.

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library.osu.edu/researchcommons

Keys to Research Success: Keeping Your Data Organized

Tired of searching for lost files? Worried the spreadsheet you're editing isn't the most recent version of your data? Looking for a better way to keep track of your methods and results? Join the Undergraduate Research Office and the Libraries' Data Management Services to learn more about creating a file naming system, tracking versions, and maintaining meaningful metadata for your research projects.

Who: OSU undergraduates and graduates
When: Friday, October 17, 11 a.m. - noon
Where: Thompson Library, Room 150A/B

Fair Use and You: Copyright Considerations for Writing Theses and Dissertations

Want to know more about how copyright law and fair use affect what you can and can't use in your work? Have you hit a wall with your writing and need some support to get back on track? Join the Copyright Resources Center and the Writing Center


for an overview of author's rights, copyright, and the services offered to help keep you productive as a writer.

Who: OSU undergraduates and graduates
When: Tuesday, October 21, 3 - 4:30 p.m.
Where: Thompson Library, Room 165

Research Writing 101: Best Practices for Citation Management

Looking for tips on creating an annotated bibliography and keeping your references organized? Want to learn more about the citation management tools available to you at Ohio State? Join the Writing Center and the Libraries' Research Services for a discussion about the resources that can keep you efficient and organized as you prepare to publish your research.

Who: OSU undergraduates and graduates
When: Thursday, November 20, 11 a.m. - 12:30 p.m.
Where: Thompson Library, Room 150A/B





Some early marketing strategies

- Launch and promotion of the website
- Event ads in campus email newsletters

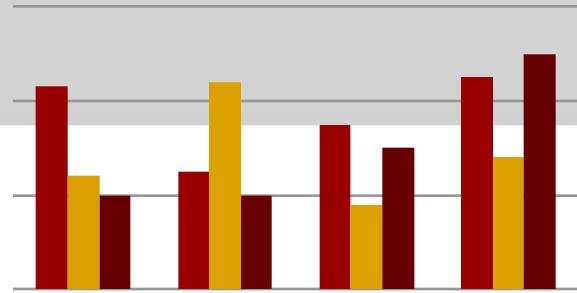




Some early marketing strategies

- YouTube videos featuring partners and services





PRIMARY RESEARCH

What did the students learn from their surveys?

- Low baseline awareness of Research Commons
- Higher likelihood of using services
- Likelihood increases if space use is limited to faculty and graduate students
- Best features – Space, Funding/Publishing/Data Mngmt.
- Email most effective form of communication



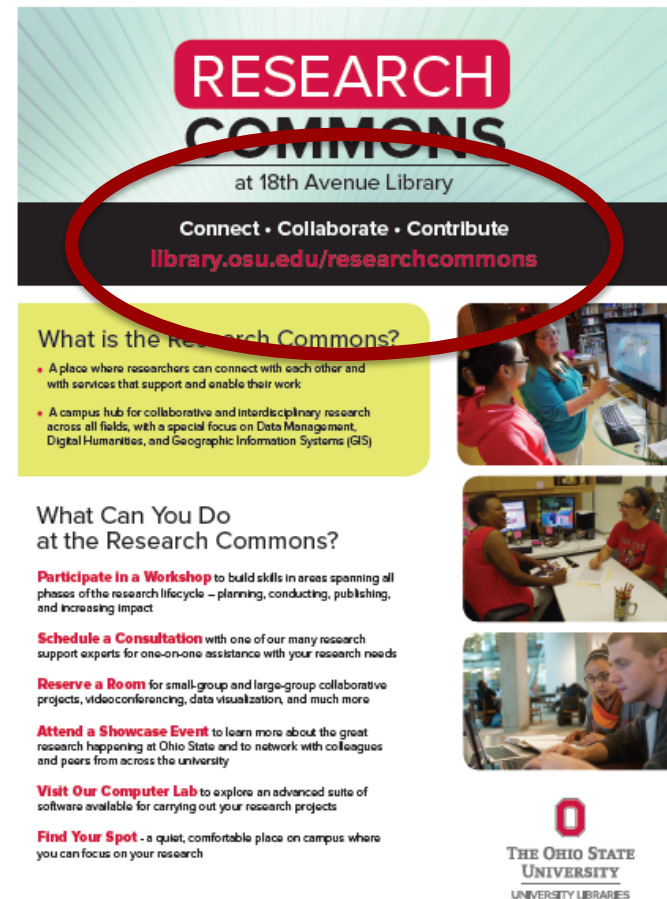
PUTTING IDEAS INTO PRACTICE



1) Brand emphasis - Collaboration



Student Idea for Postcard/Flyer



Our 2015-2016 Flyer

2) Value propositions



HAVING TROUBLE FINDING A RESEARCH TEAM?

Visit the Research Commons

The Ohio State University Research Commons offers referral services that can help unite you with the right research team and the right resources.

175 W 18th Ave, Columbus, OH

library.osu.edu/researchcommons/

Student Flyer Idea

Keys to Research Success: Keeping Your Data Organized

Tired of searching for lost files? Worried the spreadsheet you're editing isn't the most recent version of your data? Looking for a better way to keep track of your methods and results? Join Amanda Rinehart, OSU's Data Management Services Librarian, to learn more about creating a file naming system, tracking versions, and maintaining meaningful metadata for your research projects.

A Fall 2015 Workshop Description



RESEARCH COMMONS

at 18th Avenue Library

Services and Resources Supporting Research
library.osu.edu/researchcommons

What is the Research Commons?

- Ohio State's hub for collaborative and interdisciplinary research that is both expertise and technology enabled
- A place of connection – connecting researchers to each other and to services that support and enable research
- Built around services for researchers – workshops, referrals, consultations, and a space to showcase research output
- A place for interdisciplinary collaboration – focused around Data Management, Digital Humanities, and Geographic Information Systems



How Can the Research Commons Help You?

Website

- Visit library.osu.edu/researchcommons to connect with research support experts in the Libraries and across campus
- Explore the many services and resources available to researchers at Ohio State

Workshops

- Participate in educational and training opportunities related to all phases of the research lifecycle – planning, conducting, publishing, and increasing impact
- See the full schedule and register to attend at library.osu.edu/researchcommons/events/schedule



Our Partners

Copyright Resource Center
Data Management Services
Digital Content Services
Office of Distance Education and eLearning
Office of Research
Office of Responsible Research Practices
Technology Commercialization Office
Undergraduate Research Office
Writing Center



Our 2014-2015 Flyer

RESEARCH COMMONS

at 18th Avenue Library

Connect • Collaborate • Contribute
library.osu.edu/researchcommons

What is the Research Commons?

- A place where researchers can connect with each other and with services that support and enable their work
- A campus hub for collaborative and interdisciplinary research across all fields, with a special focus on Data Management, Digital Humanities, and Geographic Information Systems (GIS)



What Can You Do at the Research Commons?

Participate in a Workshop to build skills in areas spanning all phases of the research lifecycle – planning, conducting, publishing, and increasing impact

Schedule a Consultation with one of our many research support experts for one-on-one assistance with your research needs

Reserve a Room for small-group and large-group collaborative projects, videoconferencing, data visualization, and much more

Attend a Showcase Event to learn more about the great research happening at Ohio State and to network with colleagues and peers from across the university

Visit Our Computer Lab to explore an advanced suite of software available for carrying out your research projects

Find Your Spot – a quiet, comfortable place on campus where you can focus on your research



Our 2015-2016 Flyer



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THE OHIO STATE
UNIVERSITY
UNIVERSITY LIBRARIES

Our 2015-2016 Flyer

3) Market segmentation

- Student groups segmented by users (faculty vs. graduate students) when conducting analyses
 - Recommendations included:
 - Differentiated email messaging
 - Promoting different events to different user groups
 - Topic of workshop
 - Type of event

3) Market segmentation

- Our strategies
 - Reach incoming graduate students with broad messaging about space and services
 - Targeted emails based on workshop topic
- Outcomes
 - Fall 2015 workshop attendance should double Fall 2014
 - Graduate students account for 70% of Fall 2015 workshop attendees



4) Email communication

- Email listserv started Spring 2015 semester
- Workshop attendees can opt-in
- Currently 200+ subscribers
- Looking ahead
- Switch to MailChimp in Spring 2016



Student Idea for Monthly Email Newsletter



5) User testimonials

"The Research Commons provides valuable programming targeted at all levels of the research enterprise. They are very open to suggestions, and the Postdoc Association has had a great experience collaborating with them. I have personally benefited from their seminars, and I look forward to attending more in the future."

*Dr. Shareef Dabdoub,
Postdoctoral Fellow, College of Dentistry*

"By taking a broad view of research and focusing on its practical aspects, the Research Commons complements and enhances other sources of research support around the University. Its workshops and services help graduate students of every stripe embrace sound research practices and make fullest use of the latest and greatest tools and methods."

*Colin Odden, Ph.D. Candidate,
Department of Sociology*

RESEARCH COMMONS
at 18th Avenue Library

OPENING Spring 2016
on the 3rd floor
of the 18th Avenue Library

Research Support Expertise

University Libraries	Copyright Resources Center Data Management Services Geospatial Data Services Knowledge Bank Libraries Publishing Program Research Services
Office of Research	Funding Opportunities Industry Liaison Office Office of Research Compliance Office of Responsible Research Practices Office of Sponsored Programs
Partners across Campus	Office of the Chief Information Officer Office of Distance Education and eLearning Ohio Supercomputer Center Technology Commercialization Office Translational Data Analytics @ Ohio State Undergraduate Research Office Writing Center

"The Research Commons provides valuable programming targeted at all levels of the research enterprise. They are very open to suggestions, and the Postdoc Association has had a great experience collaborating with them. I have personally benefited from their seminars, and I look forward to attending more in the future."

*Dr. Shareef Dabdoub,
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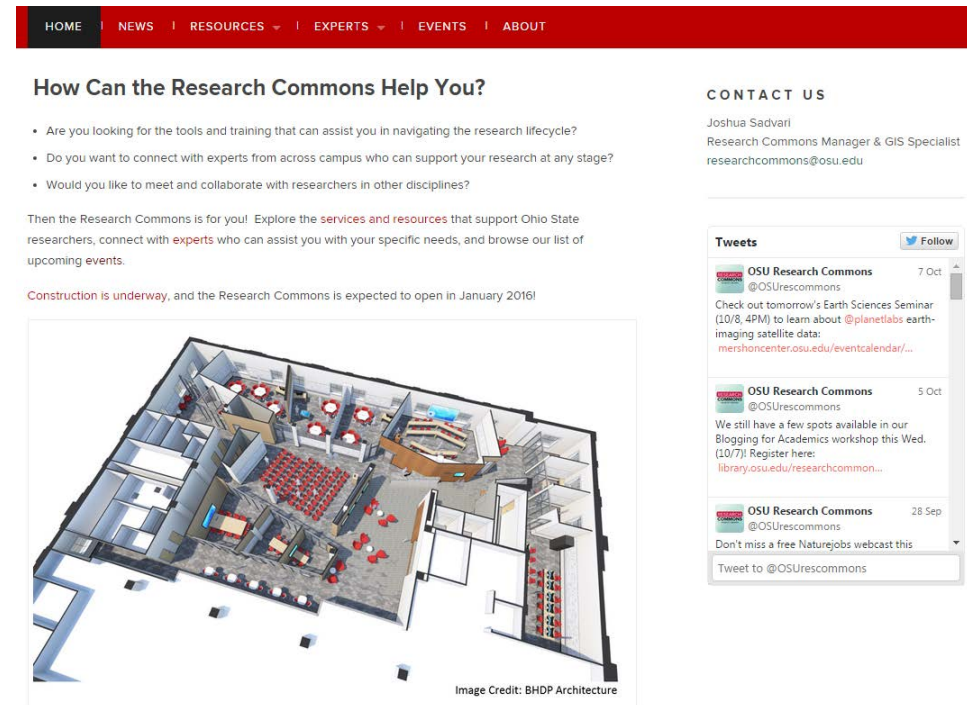
Learn more about how you can get involved today at: library.osu.edu/researchcommons

Our 2015-2016 Flyer (reverse)



6) Website usability and interactivity

- Incorporating student ideas
 - Integration of social media
 - Upgraded events calendar
- Future considerations
 - Interactive floorplan for room reservation system



Are these strategies working?

- Higher than expected attendance at events
- More than 120 departments/units represented
- Increasing number of questions and consultation requests
- LibQual comments...



Are these strategies working?

- “Is it possible to have workshops that expand on your services? I know you are opening up a Research Commons area, and it offers workshops, and that you are expanding your collections, but I know that you offer other services I can’t even imagine. Thank you heartily for everything you do!”

The challenges of marketing...

- “Would prefer space with less interruptions; more materials for research; less inundation of advertisements about Research Commons and other stuff; and less noise about every single achievement of every single unit as proof of the university’s superiority, etc. Just leave me alone to do my work.”



THANK YOU!

Questions?